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HOUSE JOINT RESOLUTION

2 WHEREAS, Our economic challenges and budget struggles must
3 lead to new thinking and alternative ways of gaining revenue in
4 order to support the programs that the citizens of Illinois
5 need and have come to expect; and

6 WHEREAS, One way to fund government services without
7 raising taxes or fees is to provide the authority to lease
8 naming rights for government-owned facilities in return for
9 much-needed money; and

10 WHEREAS, The Federal Highway Administration (FHA) of the
11 U.S. Department of Transportation identified 4 non-road
12 pricing revenue sources that do not involve a charge, fee, or
13 tax; the FHA specified that one of those sources was naming
14 rights, that is revenue derived from selling to the private
15 sector the right to name a transportation resource such as a
16 toll road or transit station; and

17 WHEREAS, The American Association of State Highway and
18 Transportation Officials (AASHTO) established its Center for
19 Excellence in Project Finance to address innovative financing
20 for highway and transportation projects; the Center noted that
21 recently government officials and business representatives
22 concerned about funding shortfalls for transportation have

1 begun to focus on the potential application of naming rights to
2 highway corridors, toll plazas, and concession areas; and

3 WHEREAS, The Center noted that naming rights, as a type of
4 contractually obligated income, are attractive to
5 transportation service and infrastructure providers for their
6 stability and predictability and that these attributes also
7 make naming rights a revenue source that is well-suited for
8 debt service; and

9 WHEREAS, Examples of successful projects in the field of
10 public transportation include a lease for the naming rights to
11 a well-known highly-utilized subway station in Brooklyn, New
12 York, a sponsorship package for the Seattle Street Car, and a
13 lease for the naming rights for new vessels in the fleet of the
14 Oklahoma River Ferries; and

15 WHEREAS, Each Illinois Toll Highway Oasis is a high
16 visibility structure which would have significant potential as
17 an entity for which commercial entities might be willing to
18 lease naming rights; and

19 WHEREAS, The Illinois Department of Transportation is
20 suited to assess the potential for leasing the naming rights of
21 those oases, the procedures appropriate for this activity, and
22 any appropriate legislation necessary to further this

1 undertaking; therefore, be it

2 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE
3 NINETY-SEVENTH GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, THE
4 SENATE CONCURRING HEREIN, that the Illinois Department of
5 Transportation study the issue of leasing the naming rights for
6 oases of the Illinois State Toll Highway Authority and make a
7 report of its findings to the 97th General Assembly no later
8 than one year after the adoption of this resolution; and be it
9 further

10 RESOLVED, That a copy of this resolution be sent to the
11 Illinois Secretary of Transportation.